



## **SAN PEDRO PROPERTY OWNERS ALLIANCE MARKETING & BUSINESS DEVELOPMENT COMMITTEE MEETING**

10:00 AM Open Session

### **Meeting Minutes**

Tuesday, February 18, 2014

Meeting Location: MCS – Harbor Business Source Center  
455 W. 6<sup>th</sup> Street  
San Pedro, CA 90731

1. CALL TO ORDER – Jayme Wilson, Chair **10:01 AM**

2. Committee Members –

√ Vincent DiMeglio, Property Owner \*  
Eric Eisenberg, Renaissance Group \*  
Jacob Eisenberg, Renaissance Group  
√ Valerie Goodman, SPPOA  
√ Warren Gunter, Property Owner  
√ Alan Johnson, Jerico Development \*  
√ Liz Schindler Johnson, Grand Vision Foundation  
√ Stephen Robbins, SPPOA \*  
Andrew Silber, The Whale & Ale  
Camilla Townsend, POLA High School \*  
Erika Velazquez, San Pedro Chamber of Commerce  
Morris Warschaw, Property Owner \*  
√ Jayme Wilson, Spirit Cruises \*

\* voting member

3. APPROVAL OF MINUTES – December 17, 2013 & January 21, 2014 10:00 AM  
Open Sessions.

**Motion by Robbins. Second by Johnson. Approved.**

4. PUBLIC COMMENTS –

This opportunity is reserved for any public comments to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on un-agendized subjects. It is the Board's policy regarding that persons in the audience may address this Board in connection with any agenda item during the public comment period. As provided by the Brown Act, the Board has limited each individual's speaking time to

three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

**None.**

5. OLD BUSINESS

- 5.1 Update on projection equipment for the Warner Grand Theatre & future plans – Jacob Eisenberg

**Update tabled.**

- 5.2 Broker Open House & Trolley Tour

**Robbins reported that CBRE is ready to meet this week to discuss the event. CD 15 will be participating as well as the Port. The tour is scheduled to happen in mid-March.**

6. NEW BUSINESS

ACTION ITEMS

- 6.1 None

NON-ACTION ITEMS

- 6.2 None

7. UPDATES

- 7.1 Cruise terminal/Battleship IOWA signage redesign

**Liz Schindler Johnson and Valerie Goodman met with Wellington Signs to discuss updating the signage. Larger and more specific signage is needed. Update to be provided at the next marketing meeting.**

- 7.2 Implementation of the Entertainment campaign – timeline

**All of the theatres in the District got together with PBID last month to talk about group promotions. Marketing downtown as a Theatre District will begin next month.**

- 7.3 Peer-to-Peer training

**Andrew Silber hosted the first Peer-to-Peer training seminar on February 4<sup>th</sup>. The seminar focused on how to use electronic marketing effectively for small businesses. The seminar was well received and it was a good networking opportunity for District businesses.**

- 7.4 E-Newsletter

**An e-newsletter was launched in February. The e-newsletter will be emailed out monthly and includes current information about District activities. PBID is also giving away District gift certificates to one subscriber every month.**

7.5 First Thursday and new Thursday event

**The First Thursday Committee is considering having a second Thursday event, which would be an entertainment walk. More information will be provided at the next marketing committee meeting.**

7.6 Social Media update

**PBID just launched Twitter and Instagram social media pages. Follow us on Twitter at HistoricSanPedro and @downtownsanpedro on Instagram. Both platforms target a younger age demographic. We have also begun boosting Facebook posts.**

8. Additional Comments

**Johnson recommended that the PBID Tourism Ambassador staff be retrained. Training is scheduled for next week.**

**Trolley & IOWA passenger counts will be provided at the next meeting.**

9. NEXT REGULAR MEETING – March 18, 2014

10. ADJOURNMENT

**The meeting was adjourned at 11:20 AM.**